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THE BEACH NEWS

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PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

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VOL. 2—NO. 16

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, March 7, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

G. H. Faber Branches Out

ENTERPRISING GROCER
OPENS NEW STORE SOON
AT MISSION BEACH

Increasing his chain of grocery stores, G. H. Faber, the popular proprietor of three grocery stores in Ocean Beach, has arranged to open a branch store in Mission Beach on the first of next month. It will be known as Faber's Cash and Carry, No. 4, and will be located on the boulevard, next door to the postoffice.

Mr. Faber has leased the property for a term of five years. The enterprising merchant states his new branch store will be fully stocked with a complete line of groceries at popular prices. Courteous service will be the watchword and prompt attention will be afforded all orders. The present chain of stores includes Faber's O. B. Grocery, Faber's Little Cash Grocery and Faber's Cash and Carry No. 3. The new link will help to make the chain stronger in every way.

MISS PEARL ANTRIM—DRESS-
MAKING AND CORSETIER, 1776
CABLE STREET. PHONE POINT
LOMA 338 J-K.

NEIGHBORHOOD HOUSE
RETURNS NEXT SUNDAY
ON LOCAL GROUNDS

The O. B. baseball club will have the Neighborhood House team as opponents on the home diamond next Sunday afternoon and may be counted upon to use every muscle toward holding their grip on first place. It promises to be a great game. Don't miss it!

OCEAN BEACH

HEAD OF THE LEAGUE

TIED WITH CARLSBAD

Ocean Beach and Carlsbad are still tied for first place in the North County Baseball League, both teams winning their games last Sunday. The Beach nine defeated the Golden Hill Grays, 8 to 3, while Carlsbad won from the Velie club 4 to 1.

Vitek, Marine pitcher, was the master of the Golden Hill Grays, giving but six hits and fanning 14. Evans and Springer helped drive in the Beach runs, the former smashing out a home run and Springer a double.

Ocean Beach 8 8 2
G. H. Grays 3 6 2

ON THE SIDE LINES

By "Doc" Kraft

Heard after the game in the Golden Hill dressing room, "How many times did you strike out?"

Ocean Beach swatters had a good batting practice, every one getting a hit, even the "Bunt Artist Springer." By the way, that was some hit this boy got in.

Captain Evans got a healthy one, going for four bases.

We may not have any of the so-called "Big Leaguers" on our team, as all others boast of, but we have a good, steady bunch of ball players that play good ball, as our standing will prove.

What we need now—is some good oters and lots of them. Let's see everybody at the lot on Defoe and Niagara at 2:15 next Sunday afternoon, when a good game is assured.

Order your Certified BABY CHICKS now at O. B. Feed, Fuel and Express. Phone, Pt. Loma 20W.

JEWELRY REPORTED STOLEN

Mrs. Christine Hinsdale of 4612 Lotus street, has reported to the police that a metal box containing a quantity of treasured jewelry was stolen this week from a trunk stored in her garage.

EASTER CARDS—FROIDE'S,
opp. P. O.*

It's Up to the Voters

TAX LEVY NEEDED
FOR SCHOOL PAVING

An approving vote of electors must be first obtained, it is announced, if the board of education is to pay for street improvements on streets along school property.

Paving on streets adjoining school property that would cost \$15,000 already has been petitioned and the district attorney has advised that boards of education or school trustees have not the right to include paving expenses in their budgets until voters of the district have directed levy of a tax for the purpose. The matter will, very likely, be submitted to the voters at an election in the spring.



O. B. Library

MARGARET RANKIN, Librarian

The most extensive order has just been received at O. B. library this week. Ninety books in all, so every one will be able to find just his type of story. Some of the most popular are as follows:

Adult fiction—"Minglegstreams," Abbott; "Piracy," Arlen; "Big Brother," Beach; "Dark Days and Black Knights," Cohen; "Tetherstones," Dell; "Out of the Silent North," Drago; "Captures," Galsworthy; "Flower of Monterey," Hamill; "Lew Tyler's Wives," Irwin; "Judgment of the Storm," Mason; "Purple Mask," Miln; "Rung-Ho," Mundy; "Seven Conundrums," Oppenheim; "Come Home," Perry; "Bat Wing," Rohmer; "Inverted Pyramid," Sinclair; "Midlander," Tarkington; "Black Caesar's Clan," Terhune; "Feet of Clay," Tuttle; "Raspberry Jam," Wells; "Mary Cinderella Brown," Whitehall; "Graven Image," Widdemer; "Head Winds," Wilt.

It will do your EYES good to see
CASTIEN, Rooms 16-17, Sefton
Bldg., Fifth and C. Phone 644-27.

"OMAHA JACK" OPENS FRUIT AND VEGETABLE MARKET

At 5017 Newport avenue, opposite the postoffice, J. R. Harrington, popularly known as "Omaha Jack," has opened a new fruit and vegetable store under the title of the Omaha Market, and announces that he will carry a fresh supply of everything that grows at remarkably low prices.

A specialty is also made of all kinds of fruit jellies and jams, carefully put up by Mrs. Harrington, who ably assists her husband in the sales department. Upon request, all purchases of a dollar or more are delivered for patrons. The new store, formerly known as the "Peek-In" tea room, has been thoroughly remodeled and now has a modern open front, especially suitable to the fruit and vegetable business, and is brilliantly lighted at night.

CONFERENCE POSTPONED

ON BUS FRANCHISE

A conference to have been held this week between the city council and officials of the San Diego Electric Railway Company relating to the company's petition for a motor bus franchise at Ocean Beach and Old Town, has been postponed until next Wednesday at 10 a. m.

IN THE EDITOR'S MAIL

EDGAR F. HASTINGS

MAKES OFFICIAL REPLY

TO BEACH TAXPAYER

San Diego, Cal., March 3, 1924.

Editor "The Beach News."

Dear Sir: In answer to an article signed Santa Monica Avenue Taxpayer. What's the matter with the Santa Monica Avenue Taxpayer? Nothing, except he got off on the wrong foot.

The Board of Education makes out an annual budget to take care of the year's current expenses, which the supervisors allow.

Heretofore, the city has been paying for paving around school houses, but from an opinion rendered by the city attorney, they find they do not have to do this.

The supervisors informed the school board that we could not use any money appropriated for educational purposes to do street work. Therefore, it is impossible for us to use money to pave streets that has been appropriated for the use of the education of our children.

I am quite sure that every member of the board would be very pleased and willing to pave Santa Monica avenue at an expense approximating several thousand dollars, provided we could use the funds for that purpose. If the said taxpayer can procure an opinion from the state attorney general stating that we can use educational monies for paving purposes, I am quite sure that we would be willing to proceed with the paving of Santa Monica avenue immediately.

I am not signing this article as a taxpayer of Point Loma, but as Edgar F. Hastings, chairman of buildings and grounds committee, Board of Education.

Very truly yours,
EDGAR F. HASTINGS.

CHURCH MEMBER

ANSWERS MR. DEVEREAUX

WITH A SUGGESTION

Editor The Beach News:

Dear Sir: The criticism of the outside appearance of the churches of Ocean Beach by Mr. Devereaux in your last issue, seems to me to be an open case of mind reading someone else's business. What can this gentleman know of church matters, as he

only attends a church, he says, when there is something especially interesting going on. Why pick on the churches; there are hundreds of houses in Ocean Beach in the same condition.

We have eyes and we know that certain things need doing, but this is one of those sections of the earth, of which the Bible says, "The harvest truly is plenteous, but the laborers are few." And those laborers have many tasks, and little of that most necessary article, called "cash." I don't think the churches, any of them, would refuse a little labor, if Mr. Devereaux would like to give some, and I would suggest that this gentleman attend some of these churches and get to know the needs and difficulties that they have, before criticizing them again. The churches, I am sure, would be very thankful for the "drop of cold water" Mr. Devereaux speaks of, if he would give it to them.

Yours very sincerely,
A CHURCH MEMBER.

HERE'S AN IDEA

ABOUT HOUSE PETS

THAT'S INTERESTING

Editor "The Beach News."

Dear Sir: Noticing that several of your correspondents are asking "What's the matter with this and what's the matter with that, I would like to ask, "What's the Matter with Licensing CATS as well as dogs?"

A recent news item in your excellent community paper stated that a roaming feline had badly bitten several residents of the Sunset Cliffs section, but it failed to mention the sleepless nights caused many of us by the howling and yowling of prowling cats throughout the beach district, and their thievery and butchering of people's baby chicks at all hours.

Now, wouldn't it be a good idea to license cats as well as dogs and compel their owners to keep 'em locked up at home and not become a nuisance to the neighborhood generally?

Your correspondent is not averse to domestic pets, having some of my own, yet I don't allow them to bother and disturb anybody, as I keep them at home where they belong and all ways under surveillance.

CATS AND DOGS.

Clever Police Work Change In Business

ACTING-SERGEANT REAMA

CAPTURES PAIR OF BANDITS

IN ACT OF HOLD-UP

Trailing a couple of suspicious characters on Point Loma, near the radio station last Wednesday night, Acting-Sergeant Harold Reama of the O. B. Police Station, caught two alleged bandits in the act of holding up a man and woman who had parked their automobile at the famous viewpoint known as the old Marston place. The alleged highwaymen were both armed, one of them carrying a .38 caliber automatic pistol, and the other is reported to have thrown his revolver away when covered by Officer Reama with his flashlight and gun.

The arrested men gave their names as Louis Stevens and Max Hense, sailors on an oil barge. Officer Reama later recovered the discarded revolver, and both men are held at the city jail pending investigation, as it is claimed they were connected with an attempted robbery last week in another section of the city.

Stationery Supplies, Froide's, op. P.O.

TEACHING KINDNESS

The enactment of a state law in Oregon requiring that kindness to animals be taught in all public schools from fifteen minutes to half an hour each week is attracting nation-wide attention.

Classified Ads Get Quick Results.

W. H. MARTIN BECOMES

PROPRIETOR BROOKS' STORE

ON NIAGARA AVENUE

One of the most notable business activities in the beach district this week was the change in ownership of Brooks' Grocery store at 5022 Niagara avenue last Wednesday, when W. H. Martin, a well and favorably known resident, became the proprietor and has moved with his family into the residence at the rear of the store.

Mr. Martin announces that he will conduct an up-to-date grocery, with "Piggly-Wiggly" prices, and the assurance of courtesy and service to all. Besides staple grocery products of which there will be a complete line, Mr. Martin emphasizes the statement that he will pay particular attention to supplying his patrons with fresh fruits and vegetables according to the season and at prevailing popular prices.

Mr. W. Brooks, the retiring proprietor, has moved with his family, temporarily to 5022 Saratoga avenue, and may later go to El Paso, Texas.

Special for Saturday—Whipped Cream Puffs, Apple Turn-Overs, and Cream Rolls—5c each at the Ocean Beach Bakery.

"Patronize Home Industry"

SPEND YOUR DIMES AND
DOLLARS AT HOME

Picture Frames. FROIDE'S, opp. P. O.

Rushing Rapid Transit

MISSION BEACH LINE

NOW OPERATED DIRECTLY

WITH O. B. SYSTEM

Beginning last Saturday, March 1, the Bay Shore railroad to and through Mission Beach was taken over and is now operated as one of the lines of the San Diego Electric railway in connection with the Ocean Beach system. The present arrangement is temporary until the new fast line to Mission Beach is opened for traffic which is confidently expected to take place the first week in May.

Heavy timbers are being used to strengthen the bridge over the inlet between Mission and Ocean Beach and construction work is being rushed all along the new railway line.



Amusements

"THE SPOILERS"

AMONG BIG BOOKINGS

AT OCEAN THEATRE

The many patrons of the Ocean Theatre were pleased this week to see the smiling face of Mrs. Norma Ericsson in the box office again, after her enforced absence of several weeks on account of illness. Mrs. Ericsson spent her days of convalescence with her mother in Los Angeles, where her devoted husband, Ray Ericsson, was a frequent visitor. Incidentally, the wide-awake manager of the Ocean Theatre kept in close touch with the booking offices there for the purpose of securing top-notch attractions for his beach patrons.

For the next mid-week feature "The Spoilers" has been booked. It is a corker, being a Rex Beach story, filmed with Milton Sills and Anna Q. Nilsson in star roles. Tomorrow (Saturday) Harry Carey will be seen in "Canyon of the Foels," and on Sunday, Johnny Walker appears in "Captain Fly-by-Night," with "Fighting Blood" and news and comedy added.

FLOWERS AND VEGETABLE PLANTS—A nice stock to pick from at the O. B. Feed, Fuel and Express.

MILLIONS WANTED

FOR WATER DEVELOPMENT

AND HARBOR WORK

The city council passed an ordinance this week designating May 20 as the date for an election to vote upon the question of issuing \$3,500,000 in bonds for the development of the San Diego river.

At the same election the voters will settle the question of issuing \$475,000 in bonds for the completion of municipal pier No. 2, and other harbor work.

Under the new state law only 250 voters to a precinct are permitted, and this will cause an increase of fifty precincts, totalling 173 voting places at the forthcoming election.

VIOLET AND GOLD

The Parent-Teachers' association of the Ocean Beach school is contemplating the making of a set of 32 signal flags for the scouts of Troop 61 of the Ocean Beach school. This will be a great help to the scouts of the troop.

Pacific Beach Auto Camp

R. S. THOMPSON OPENS

SPLENDID SCENIC RESORT

WITHIN CITY LIMITS

"You'll Sure Like This Place" is the catchy slogan adopted by R. S. Thompson, proprietor of the new Pacific Beach Auto Camp at 2504 Grand avenue, Pacific Beach. With the securing of some seven or eight acres of practically level ground, splendidly situated on the paved state highway, about midway between the San Diego Army and Navy academy and Rose Canyon, Mr. Thompson has an ideal place for an auto camp.

There is a most commodious mansion of sixteen rooms and the grounds have been extensively piped with water supply and completely wired for electric illumination. A number of modern tent houses and cottages are in course of construction, and in the main community houses there is an ample supply of hot and cold water, baths, laundry tubs and all sanitary conveniences.

Situated on the camp grounds is a general store, fruit and vegetable stands, and garages, while plans have been arranged for a fine filling station at the entrance. A large and beautiful pepper grove forms a special attraction, especially suitable to picnic and luncheon parties from San Diego and the surrounding communities.

With the announced closing of the Balboa park camp grounds, the opening of Mr. Thompson's splendid scenic suburban auto camp comes at a most opportune time. It is within San Diego city limits, only a few minutes' drive on paved boulevards to the heart of the business center, places of amusement and all points of interest. Manager Thompson announces that the prices at his Pacific Beach auto camp will be more reasonable than at any municipal camp ground on the Pacific coast.

The beautiful mansion is delightfully located on terraced grounds, over looking the camp, with a semi-circle of protecting hills affording ideal climatic conditions the year 'round. Besides palms and numerous shade trees, oranges, lemons and grapefruit are grown on the premises and there are several wide and safe driveways in and around the camp grounds.

Manager Thompson will reside on the property with his wife and family and give personal attention to the requirements of his patrons. The telephone call is Pacific Beach 313.

SIDEWALK PAVING—

THROUGHOUT BEACH DISTRICT

Workmen have been busy this week breaking ground for the paving of all gaps unpaved by property owners, who were duly notified in accordance with the Vrooman act. From DeFoe street to Abbott street and from the bay shore to Del Mar avenue the sidewalks will be made continuous, greatly enhancing the appearance of the residential district and adding considerably to realty values. The gaps run from twenty-five feet in spots here and there to whole block frontages in some sections. The paving will be rapidly pushed to completion.

Kodak Finishing FROIDE'S op. P.O.*

BODY OF SUICIDE

DISCOVERED IN SURF

SHOT IN BRAIN

While strolling along the beach last Sunday morning, Otto Myers of 2151 Bacon street, discovered the body of a man floating in the surf at the foot of Cape May avenue with a bullet hole in his right temple.

Coroner Kelly was notified and an examination of the body revealed that the pistol was held close against the head when fired.

The body was later identified as that of R. D. Brown, sixty years of age, of 920 India street, San Diego.

Kodak Films, FROIDE'S, opp. P.O.*

The BROWN MOUSE

By HERBERT QUICK

"I believe we could," said Jim. "And after we find how far we will have to go to get enough cows, if half of them patronized the creamery, we'll work over the savings the business would make, if we could get the prices for butter paid the Wisconsin co-operative creameries, as compared with what the centralizers pay us, on a basis of the last six months. Who's in possession of that correspondence with the Wisconsin creameries?"

"I have it," said Raymond. "I'm hectographing a lot of arithmetic problems from it."

"How do you do, Mr. Irwin?" It was the superintendent who spoke.

Jim's brain whirled little prismatic clouds before his vision, as he rose and snook Jennie's extended hand.

"Let me give you a chair," said he. "Oh, no, thank you!" she returned. "I'll just make myself at home. I know my way about in this school-house, you know!"

She smiled at the children, and went about looking at their work—which was not noticeably disturbed, by reason of the fact that visitors were much more frequent now than ever before, and were no rarity. Certainly, Jennie Woodruff was no novelty, since they had known her all their lives. Most of the embarrassment was Jim's. He rose to the occasion, however, went through the routine of the closing day, and dismissed the flock, not omitting making an engagement with a group of boys for that evening to come back and work on the formula treatment for smut in seed grains, and the blue-vitriol treatment for seed potatoes.

"We hadn't time for these things," said he to the county superintendent, "in the regular class work—and it's getting time to take them up if we are to clean out the smut in next year's crop."

They repeated Whittier's Corn Song in concert, and school was out.

Since that Christmas afternoon when Jennie had undertaken to follow Mr. Peterson's advice and line Jim Irwin up, Jim had gone through an inward transformation. He had made up his mind that he would marry Jennie Woodruff. He saw her through clouds of rose and pink; but she looked at him as at a foolish man who was making trouble for her, chasing rainbows at her expense, and deeply vexing her. She was in a cold official frame of mind.

"Jim," she said, "I want you to give up this sort of teaching. Can't you see it's all wrong?"

"No," answered Jim, in much the manner of a man who has been stabbed by his sweetheart. "I can't see that it's wrong. It's the only sort I can do. What do you see wrong in it?"

"Oh, I can see some very wonderful things in it," said Jennie, "but it can't be done in the Woodruff district. It may be correct in theory, but it won't work in practice."

"Jennie," said he, "when a thing won't work, it isn't correct in theory. But my theory is correct, and it works."

"But the school board are against it."

"The school board elected me. They stood by and saw the contract signed," said Jim. "and—yes, Jennie, I know I am dealing in sophistry! I got the school by a sort of shell-game, which the board worked on themselves. But that doesn't prove that the district is against me. I believe the people are for me, now, Jennie. I really do!"

Jennie rose and walked to the rear of the room and back, twice. When she spoke, there was decision in her tone—and Jim felt that it was hostile decision.

"As an officer," she said rather grandly, "my relations with the district are with the school board on the one hand, and with your competency as a teacher on the other."

"Has it come to that?" asked Jim. "Well, I have rather expected it."

His tone was weary. The Lincolnian droop in his great, sad, mournful mouth accentuated the resemblance to the Martyr President. Possibly his feelings were not entirely different from those experienced by Lincoln at some crisis of doubt, misunderstanding and depression.

"If you can't change your methods," said Jennie. "I suggest that you resign."

"Are you to be called upon to suggest that?" asked Jim.

"A formal complaint against you for incompetency," she replied, "has been lodged in my office, signed by the three directors. I shall be obliged to take notice of it."

(Continued next week)

Mention of The Beach News to our advertisers will be appreciated.

Little Girl

by Grace E. Hall

Eighteen! You are a woman now,
Life's outward paths are calling you;
June weaves a rose wreath for your brow,
All set with diamond-drops of dew;
The birds are trilling of the Spring,
You pause a minute in delight,
Before you spread the fledgling wing
And from the home nest take your flight.

The greatest gift of life—you came
And twined your fingers 'round my heart.
You kindled that most sacred flame
The warmth of which shall not depart;
And when the way is lone and drear
And shadows settle dark and low,
A whispered prayer shall calm your fear,
Breathed through the dusk of long ago.

Perhaps another winsome maid
Shall smile into your eyes some day,
And you will speak of years that fade,
And how life gives—and takes away;
Perhaps her eyes shall sometimes hold
A look like mine, then you at last
Will compass all my love untold,
That speaks to you from out the past.

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Prescriptions

QUALITY comes first—

We have it.

SERVICE comes next—

We give it.

SATISFACTION is what you want—

We guarantee it.

OCEAN BEACH PHARMACY

Corner Bacon and Newport Ave.

F. H. KRAFT, Prop.

We are as close to you as your phone—Call Point Loma 70-J

Bungalow Grocery

E. H. WICKERN, Prop.

Corner Defoe and Niagara Avenue

Choice JAMS, from 15c up.

GELFAND'S MAYONNAISE

Buy One Bottle

and get One FREE

We deliver any quantity, anywhere, at any time.

Canned and Bottled Goods



20%

SAVE one-fifth of your laundry bills by taking your laundry to OCEAN BEACH BRANCH, 1906 De Foe Street, FELT'S SOFT WATER LAUNDRY.

Wet wash, 25 lbs., \$1; rough dry, starched, 5c each; no starch rough dry, 6c per lb.; flat work finished at penny a piece for everything.

Once a patron, always a patron.

SAVE twenty cents on every dollar by taking your laundry to Ocean Beach Branch, 1906 DeFoe street.

Felt's Soft Water Laundry

2044 India Street, San Diego

Phone Main 420

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street.

FREIGHT

JOBBER

Ocean Beach

Residence Phone

Point Loma 125-J

STORAGE

Office Phone

FEED, FUEL and HARDWARE

Point Loma 136

OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper

Yard and Mill — Muir Ave. and Ebers St.

Office, 5050 Newport Ave. Phone Pt. Loma 49

W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime,

New office and extra warehouses

Cement, Roofing Material, Wall

now being constructed corner Ebers

Board, Etc.

street and Muir avenue.

Lumber Estimates Cheerfully Given

Classified ads. get quick results

The Beach Is Growing BIGGER, BETTER AND BUSIER

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



A TRULY FRIENDLY TOAST

Will T. Scott, who is visiting here from Los Angeles, has expressed the following delightful sentiment toward us:

"May 'The Beach News' continue in motion,
And its pages each week be unfurled;

'Till an ant has drank up the ocean,
Of a tortoise has crawled 'round the world!"

LITTLE ARTHUR

SHARED HIS CAKE

WITH SCHOOLMATES

Arthur Smith, the bright little son of Mr. and Mrs. J. T. Smith, 4869 Santa Monica avenue, was five years old on Saturday, March 1st. He kept up the occasion by sharing his birthday cake at the kindergarten school on Monday, March 3rd. Did the little ones like birthday cake? Well, if you had heard the "Yum, yums," you would soon know. The cakes were pink and white, with pink icing, decorated with maple buds. The little children who enjoyed them included Yvonne Burdette, Leola Schioli, Eileen Tennes, Memory Flemming, Vivien Totesburen, Grace Pearl Hengst, Celia Mae Hickey, Frederika Kistner, Nina Kline, Turner Kline, Margaret Mehling, Mildred Schivener, Richard Maddox, Gerald Masse, Jack McNaughton, Howard Pierce, Rupert Rock, Warren Stirling, Eddie Stone, Charles Allen, Albert Cota, Walter Crawford, Carl Davis, Donald Duel, Owen Hausen, Eddie Holder, George Holmes, Julian Marshall, Lynn Lee.

EASTER CARDS — FROIDE'S, opp. P. O.*

AN HONOR EXTENDED

Mrs. Winifred Davidson of Point Loma, a distinguished poet and prominent writer, who was recently appointed national president of the American Literary association, has very pleasurably invited "Katherine" to become a member of the local chapter, which is just becoming active and which will hold soon its second quarterly luncheon.

PREM L'MADGEN CLUB

The Prem L'Madgen Club met at the residence of Miss Dorothy Seaver on Rosecrans boulevard last Friday evening. After a short business meeting, during which plans for the future were discussed, dancing was enjoyed by all present.

RECUPERATING HERE

Mrs. Dr. J. T. Gardner, of Fresno, is with her father, Rev. Dr. Hayden, for a visit. Mrs. Gardner is recovering from a prolonged and very severe illness bordering on complete paralysis, and will remain at the beach for a couple of months for recuperation. Dr. Hayden and his daughter are living in the Del Monte cottage No. 9, where they will be glad to receive friends.

RETURNING TO CANADA

Mr. and Mrs. L. H. Foote of Port Arthur, Lake Superior, who have been visiting at the Beach for the past four months, left last Monday for their home, taking the coast route by way of Vancouver.

PURCHASES A HOME

Miss Roberta Winans of the San Diego Community Service has bought from Mr. Moore the house at 4519 Bermuda avenue. Miss Winans is at present living with her sister, Mrs. L. A. Parker, 4783 Long Branch avenue.

W. C. T. U. MEETING

The W. C. T. U. will hold a meeting at the First Baptist church, Monday, March 17th. The teachers of the local school will be the guests of honor, and the entertainment will be in the nature of a St. Patrick's social.

W. Brooks and family have moved from 5022 Niagara avenue, to 4739 Saratoga avenue.

BEAUTIFUL MEMORIAL

MADALLION PRESENTED

TO MRS. G. COPELAND

Mrs. George Copeland of 4856 Del Monte avenue, was the recipient last week of a beautiful Harding memorial medallion struck off by the government at the U. S. mint, Philadelphia, Pa. Jules Legeuner of Penn street, Philadelphia, was the donor. He is an old friend of the Copelands. The medallion is of bronze, made from the cannon captured during the World War. On one side is a bust of President Harding, while the other shows a broken column with the figure Fame, placing palm on wreath above which is date of inauguration, and below date of death. It is believed to be the only one in San Diego or vicinity. The medallion can be seen at the public library during the coming week, through the courtesy of Miss Rankin, librarian.

FINE HAM SUPPER

AND HAPPY VISITORS

The "Ham What Am" supper given by the ladies of the Congregational Church last Friday night was well attended and proved decidedly delicious. The occasion was made especially enjoyable by an excellent musical entertainment, splendidly provided by volunteer talent. It also served to bring some very welcome visitors from La Jolla and San Diego, among whom was Al Fairbrother, the erudite editor and enterprising publisher of the "La Jolla Light." The jovial and popular "Al" was accompanied by his wife and his mother, and his sister, Mrs. Dwyer, of San Diego and recently of Long Beach. Come again and often, ye happy, good folks!

COMING BOX SOCIAL

The ladies of the Baptist Church are preparing an old-fashioned box social to be given at the church on the evening of Friday, the 14th. Mrs. T. C. Mason has charge of the arrangements.

VISITORS FROM L. A.

Mr. and Mrs. Bert Whaling and "Stub" Nelson and his wife, all of Los Angeles, were visitors over Sunday at the home of Mr. and Mrs. C. W. Whaling of 4811 Cape May avenue. "Stub" is the well-known sporting editor of the Los Angeles Express, and "Bert" leaves next Wednesday for Denver, Colo., where he has signed to play ball this year with the Western League club.

Mrs. J. W. Jobs is ill with a severe attack of influenza. Mrs. Jobs is still confined to the bed, but it is hoped is improving.

Mrs. J. C. Mather of 4882 Niagara avenue, returned last Friday from a trip to Los Angeles, where she went to visit friends and relatives.

Mr. and Mrs. D. Mills from Imperial Valley moved last Saturday into their new home recently purchased at 4761 Brighton avenue.

Mr. and Mrs. W. B. McBride of the Charlene Court on Narragansett avenue, motored to Calexico and back last week.

Mrs. H. Ellis, mother of Mrs. W. B. McBride, is expected to return to her home from the hospital this week. Mrs. Ellis is getting along very nicely.

Mr. and Mrs. Alex Kent of San Diego, spent Sunday at the Beach, calling on old friends and attended the ball game in the afternoon.

Mrs. W. F. Agan of 4570 Voltaire street, was operated on last Tuesday. She is getting along very nicely.

Mrs. Alice B. Parker, wife of B. F. Parker, Los Angeles oil man, is visiting her sister, Mrs. J. P. Van Houten, at 4817 Saratoga avenue.

W. H. Martin and family moved last Wednesday from 4739 Saratoga avenue, to 5022 Niagara avenue.

Classified Ads Get Quick Results.

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

VIA THE STORK ROUTE

Mr. and Mrs. W. V. Van Hamilton of 1562 Cable street, are the happy parents of a baby daughter, born February 23rd, at St. Joseph's hospital.

At the Sunshine hospital on February 20th, a son was born to Mr. and Mrs. Hal V. Keefer of 1827 Chatsworth boulevard.

Mr. and Mrs. Richard Harris of 4744 Muir avenue, became the proud parents of a baby son born February 22nd, at St. Joseph's hospital.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Residence Phone Office Phone
Point Loma 16 Point Loma 72-J

Dr. F. J. Ratty

PHYSICIAN and SURGEON

Res., 4820 Capri May Avenue,

Office, 5024 Newport Ave.

O. B. Cleaners
R. D. CRAPO, Prop.
Cleaning Dyeing
Pressing
1928 Bacon St.
Phone
Point Loma 30-J

San Diego's All-Year-Round TOY LAND

CHILDREN'S
Indoor and Outdoor
PLAYTHINGS
Phone 625-70

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Bird and Toy Store

Sixth and B Sts., San Diego

Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andreasburg Canaries.

SAN DIEGO'S OLDEST BIRD STORE

J. B. MASSE'S

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Electrical Appliances Repaired

RE-KEY ANY LOCK

Fishing Tackle Fixed Like New

1957 Abbott St., Ocean Beach

C. Townsend Brown

The Best Art Service For the Money
Commercial Designs
Posters, Signs
Showcards
Bridal Views
4769 Niagara Avenue.
OCEAN BEACH, CALIF.

PACIFIC BEACH Community League

Organized to Advance the Best Interests of Pacific Beach

H. OWENS, Chairman.

PERCY ELDRIDGE, Vice-Chairman

J. FOWLER, Sec'y-Treasurer.

Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

if it's in the line of Printing

From a Visiting Card to a Poster.

We Can Satisfy You With Quality, Quantity and Service

JOB PRINTING DEPT.

The Beach News

Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

Subscribe for "The Beach News." WE CIRCULATE

OCEAN THEATRE

COMING SATURDAY
HARRY CAREY
"CANYON OF THE FOOLS"
Admission 15c and 20c

COMING SUNDAY
JOHNNIE WALKER
"CAPTAIN FLY-BY-NIGHT"
Second Series, of
"FIGHTING BLOOD"

News and Comedy
Admission 15c and 20c

SPECIAL
WED. and THURS.
A Rex Beach Story
"THE SPOILERS"
With
MILTON SILLS
ANNA Q. NILSSON
Admission Children 15c, Adults 30
Come Early—Show Starts at 7:15

OCEAN BEACH
MERRY-GO-ROUND

The old can ride as well as the young.

ANYBODY AND EVERYBODY
CAN RIDE FOR FIVE CENTS

Merry-Go-Round

Open every SUNDAY afternoon.
Fare 5c to everybody.

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Painting Contractor
Carpentering
ESTIMATES FREE

4620 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J

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Contracting, Estimating, Jobbing
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TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.
Phone: Point Loma 20-J

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Army and Navy
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Prep for College, West Point and
Annapolis—Enjoys University of
California's Highest Scholastic
Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
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ENTIRE YEAR
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WE CIRCULATE



Is Your Name

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If NOT—NOW is the time
to Subscribe—at our office
or with any of our agents
\$1.00 a Year

YOU'RE READING THIS. And
so are thousands of other good
people, who would also see YOUR
business announcement if placed here.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH Editor-Owner
KATHERINE SMITH Sec'y.-Treas.

2 CENTS

A LEGAL NEWSPAPER

Subscription Price, \$1.00 a Year
IN ADVANCE

Single Copies 5 Cents

Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a
line, averaging five words to line.

CLASSIFIED ADS—Ten cents per
line, averaging five words to line.

"Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, March 7, 1924

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

MICKIE SAYS—

A GOOD RECIPE FOR
SUCCESS IS TO TAKE A BUSINESS
OPENING, FILL IT BRIMFULL
OF ENTERPRISE AND SERVICE,
ADD A DASH OF NERVE AND
SEASON WITH PRINTER'S
INK, MIXED WITH BRAINS. IT'S
BETTER IT SOUNDS!



CHARLES
SUGNARE

INK AND THINK

"But words are things, and a small
drop of ink.
Falling like dew, upon a thought,
produces
That which makes thousands, per-
haps millions, think."

OCTETTE OF SPEECH

EASILY EXPLAINED

A noun's the name of anything,
As school, or garden, hoop, or swing;
Adjectives tell the kind of noun,
As great, small, pretty, white or
brown,
Instead of nouns the pronouns stand,
Her head, his face, your arm, my
hand;
Verbs tell of something to be done,
To read, count, sing, laugh, jump or
run.
How things are done the adverbs tell,
As slowly, quickly, ill or well.
They also mark the when and where,
As now, tomorrow, here or there.
Conjunctions join the words together,
As men and women, wind and wea-
ther,
The prepositions stand before
A noun, as in or through the door,
The interjection shows surprise,
As oh! how pretty, ah! how wise.
The whole are called eight parts of
speech,
Which reading, writing and spelling
teach.

LOOKING AHEAD—

Where will your business be by
the end of 1925? Will you slow
down during the coming years,
stand still or forge ahead to
greater success?

ADVERTISING NOW!

will help you build bigger and
better business today and for
the years to come. We'll gladly
render you special advertising
service for increasing trade.



GOOD THINGS TO EAT
always ready for your selection at

Faber's O.B. Grocery

The Little Cash Grocery -- Faber's Cash & Carry No. 3

5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt. Loma 248

It's Not Far to a FABER Store

Gas Heat
Is Easily
Regulated

Do you have to heat the whole house to keep
one room warm for a few hours each day?

With GAS HEATERS you can heat one room
or the whole house as you choose.

ECONOMICAL --- PRACTICAL --- CLEAN

Commercial Department

San Diego Consolidated Gas and Electric Co.
935 Sixth

MAIN 64

Byllesby Engineering and
Management Corporation

ANNOUNCEMENT

Change in Proprietorship
BROOKS' STORE

Martin's Grocery

5022 Niagara Avenue W. H. MARTIN, Prop.
Phone Pt. Loma 19

Staple Groceries, Canned and Bottled Goods, Fruits and Vegetables at Moderate Prices—Quality and Service.

OMAHA Fruit and Vegetable MARKET

J. R. HARRINGTON, Prop. 5017 Newport Ave., opposite P. O.

FRUITS AND VEGETABLES

Newtown Pippins, 6 lbs. for 25c
\$1.50 per box
Oranges, 15c and 25c per dozen
Potatoes, Idaho Russett, 7 lbs., 25c
Potatoes, Rural, 9 lbs. for 25c
Three heads LETTUCE for 10c

All Kinds of Home Made
FRUIT JELLIES and JAMS

Purchases of one dollar and over
delivered FREE upon request.

BASEBALL SCHEDULE

Northern County League

March 9.—Neighborhood House at
Ocean Beach. Escondido at Chollas
Valley. Carlsbad, bye.
March 16.—Carlsbad at Ocean
Beach. Neighborhood House at Chollas
Valley. Escondido, bye.
March 23.—Escondido at Carls-
bad. Ocean Beach at Chollas Valley.
Neighborhood House, bye.

Please mention The Beach News
in your dealings with the patrons of
our advertising columns.

ABOUT PRINTING PRICES

All job printing by "The Beach
News" carries the Union Label and
all estimates are made in accordance
with the Franklin Price List, our
prices for standard printing being
precisely the same as any Union of-
fice in the city. Quality and service
unexcelled. Give us a trial. Phone
Point Loma 17.

First and foremost a home paper.
We appreciate your patronage.
Subscribe for "The Beach News."

CAMPBELL

STATE and B St.



Main 777

COMPANY

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5
words to a line. No advertisement for
less than 30 cents, all payable in Advance

BOARDERS WANTED—One or
two; rates \$10 per week, two meals.
4819 Del Monte avenue. Phone Pt.
Loma 327-M.

WILL TEACH you how to SEW—
Bring your material and make your
dress on my electric sewing machine.
4819 Del Monte avenue. Phone
Point Loma 327-M.

FOR SALE—Ford sedan, almost
new; reasonable; no dealers. 4882
Niagara avenue.

I HAVE SOME LOTS for sale at
a BARGAIN. Also other lots, and
some Houses, that are not bargains,
only just VALUE. D. C. CROSBY,
4930 Muir avenue.

FOR SALE—R. I. R. hatching eggs
\$1.00 per setting. Goat's milk.
WOODMERE, 4729 Cape May ave-
nue.

FOR SALE—Black Minorca hatch-
ing eggs, \$1.00 per setting, 4856
Saratoga avenue. Phone Pt. Loma
146R-K.

OCEAN BEACH CARPENTER
SHOP—All kinds of repair work
done; building and remodeling; prices
reasonable. Under new management.
Call Pt. Loma 70-J.



You'll Sure Like
This Place!

Pacific Beach
Auto Camp

R. S. THOMPSON, Manager
2504 Grand Avenue Pacific Beach
Phone: Pacific Beach 313

Located on paved State Highway
(Los Angeles coast route) between
San Diego Army and Navy academy
and Rose canyon.

SAN DIEGO CITY'S FINEST AUTO
CAMP

Prices more reasonable than any
municipal camp ground in California.

Modern Tent Houses, Cottages,
Furnished and Unfurnished Rooms,
Hot and Cold Water, Baths, Laundry
Tubs, Electric Lights and all Sani-
tary Conveniences.

General Store, Fruit and Vegeta-
ble Stands, Filling Station and Gar-
ages on the camp property.

SPLENDID SCENIC SUBURBAN
AUTO CAMP WITHIN SAN DIEGO
CITY LIMITS

Situated in beautiful pepper grove
only a few minutes' drive on paved
boulevard from San Diego city's
business center, places of amuse-
ment and all points of interest.

Picnic parties especially invited.

IF YOU HAVE

HOUSES
For Rent

Try our Classified Ads, for Quick
Results—Only a dime a line, five
words to the line, payable in ad-
vance.

Religious News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave.

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. Bibl
school at 9:45 a. m. Young People's
Union at 6:30 p. m.

Wednesday—Mid-week meeting
for praise, prayer and conference at
7:30 p. m. All are invited to these
meetings.

Sunday, March 9—At the 11
o'clock service Mr. H. H. Holmes,
General Secretary of the San Diego
Y. M. C. A., will speak and will pre-
sent the story of the Near East and
its suffering. Mr. Holmes is fully
acquainted with the situation and is
well worth hearing.

At the evening service Dr. Hayden
will speak on "Some Things That Do
Not Pass Away."

The music will be good at both
services. At 11 a. m. Mrs. E. J.
Johnston will sing the solo. The
choir will render the anthem, "Who
Could It Be But Jesus?" At 7:30
Mrs. Roy Close will sing "Father
Hear My Evening Prayer." The
choir will give the anthem, "O, Love
That Will Not Let Me Go."

The Day of Prayer for the Wom-
en's Missionary Societies was ob-
served on Friday at Logan Heights.
A number of our members attended.

UNION CONGREGATIONAL
CHURCH

Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

CATHOLIC CHURCH

(Corner DeFoe Street and Santa
Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.

Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street

REV. ARTHUR C. DODD, IN
CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.

Phone or send your orders for
PRINTING, from the smallest card
to a poster, to The Beach News, for
service and satisfaction.

INCOME TAX IN A NUTSHELL

WHO? Single persons who had
net income of \$1,000 or more
or gross income of \$5,000 or
more, and married couples who
had net income of \$2,000 or
more or gross income of \$5,000
or more must file returns.

WHEN? The filing period is
from January 1 to March 15,
1924.

WHERE? Collector of internal
revenue for the district in which
the person lives or has his prin-
cipal place of business.

HOW? Instructions on Form
1040A and Form 1040; also the
law and regulations.

WHAT? Four per cent normal
tax on the first \$4,000 of net
income in excess of the personal
exemption and credits for de-
pendents. Eight per cent nor-
mal tax on balance per cent nor-
mal tax on balance of net in-
come. Surtax from 1 per cent
to 50 per cent on net incomes
over \$6,000 for the year 1923.

Pacific Beach

SOME SIDE-LIGHTS

ABOUT BEACH FOLKS

YOU MAY KNOW

CONNOVER AND MARTIN

CONCOCT CLEVER SKIT

CONCERNING BEACHITES

Through the thoughtfulness and courtesy of Mr. G. Landwehr, a wide-awake realty man and well known resident of Pacific Beach, the following clever skit, entitled "An Original Pacific Beach," by Connover and Martin, has been furnished to The Beach News for publication.

"Bugh! Honey-cutt it out! was spoken to a discouraged tenderfoot. Howe is it you seem to have lost your Holt to try to Hyde every time you see a Breeze come down the Pike? Get out and Russell and pick Peace and don't let me hear you Swear-agen, Grin and Barrett. It's a long Lane that has no turning. You always seem in a Huff. Don't you see a Ray of Hope? Now don't look Boeschful, but Connover what I tell you and I will take you down Town to see the parade of the Elks and Woodman. You will have to be a good Walker, because the fare on the stage is awful high and you're Doty and rather Stout and a small Rock-wood trip you and make you Fol-som. Liston you talk like a Martin bird singing. Sell a Bond and Scripps at the bank and buy a ticket.

Be a Freeborn American citizen and Happy-go-Lucky sort of a creature. Houck-an you Harris me so? I owe the Baker and the Smith and when I get Richert, I will probably pay them. But now Dear-hart, I Wood-ward off all creditors. Norr-is there a Whit-more chance of my paying them until my Vessel comes in, and then I will shout, Ha, Roiss-y!

In the meantime who's Cairn? Hau-ser can you talk that way? Well, some people Has-skin an inch thick. Go to work, be a Carter and haul sand and gravel from the Brooks. Don't stand and Pratt-le like a Raven-in their Croft. Feed some Bone and Rice to your chickens and make them Lay-man.

Great Scott, be sure they don't get Lewis or else your Close neighbors will kick. Remember white leg-horns Du-la-y better than others.

You might raise bees, but a Cros-by might sting you. I Challand you to find better ways to make money than these. Stick to them and some day you may have a four cylinder Mitchell and if it turns Over-shiner up and go it again.

"PASADENA PAVING"

IN PACIFIC BEACH

Lamont street in Pacific Beach, from the main boulevard to the bay is being paved with what is generally known as the "Pasadena" style of paving.

A program has been inaugurated for some six or seven miles more of paving in the central section of Pacific Beach.

TOO MANY SIGNBOARDS

DECLARED HARMFUL

The Pacific Beach Community League has appointed a committee for the purpose of reducing the number of signboards on the highways, the declaration being made that they are becoming so numerous as to be detrimental to property values in that community. Legal action will be taken to have several signs removed.

EVENING PLAYGROUND

FOR BEACH CHILDREN

Arrangements are being made for the opening of an evening playground on the Pacific Beach school property. The games and amusements for the children will be under the supervision of Scoutmaster Rolfe. The Pacific Beach Community League has appointed a committee to devise means for furnishing electric lights and the requisite playground paraphernalia.

P. B. READING CLUB

Miss Hawley took the members of the Pacific Beach Reading Club on an enjoyable trip to China at the regular meeting last week. Mrs. Ritchie read a pretty poem and Miss Edith Clark favored with a quaint solo. The members and guests were served light refreshments by the hostesses, Mrs. Ritchie and Mrs. Lehner.

SUBSCRIBE NOW!

How Much Does It Cost to Borrow?

It all depends on how and where you borrow, as shown in this table of approximate rates compiled for the Journal of the American Bankers Association:

Institution	Method of Borrowing	Rate
COMMERCIAL BANK	DISCOUNT OWN NOTE	5 1/2 %
	SECURED LOAN	5 1/2
	BROKER'S CALL LOAN	4 1/2
COMMERCIAL PAPER	THROUGH BROKER - 3 MONTHS	5 1/2
	- 6 MONTHS	5 1/2
SAVINGS BANKS AND INSURANCE COMPANIES	DIRECT MORTGAGE	6
	MORTGAGE EXTENSION	6
AGRICULTURAL BANKS	FEDERAL FARM LOAN BANKS	6
	JOINT STOCK LAND BANKS	6
INVESTMENT SECURITIES	REAL ESTATE MORTGAGES	6 1/2
	MUNICIPAL BONDS (1ST GRADE)	4 1/2
	INDUSTRIAL BONDS " "	6
FINANCE COMPANY	RAILROAD BONDS " "	5
	ADVANCE AGAINST RECEIVABLES AT 1 1/2 % PER DAY	14.6
	ADVANCE AGAINST AUTOMOBILE PAPER AT 1 1/2 % PER MONTH	18
PERSONAL LOAN SOCIETY	GOOD SECURITY OR ENDORSEMENT	6
	UNSECURED OR CHATTEL MORTGAGE	42
MERCANTILE CREDIT	HOUSEHOLD GOODS. 3 1/2 % MONTHLY	36.00
	TERMS 2 1/2 % 10 DAYS, NET 30 DAYS	36.00
	" 2 1/2 % " " 60 " "	14.50
	" 5 1/2 % " " 60 " "	36.00
	" 5 1/2 % " " 4 MONTHS	16.36

The above figures show that for the most of notes acceptable at a commercial bank, the rates charged are about 5 1/2 per cent, whereas for loans at a store they run as high as 36 per cent, and for chattel mortgages, 42 per cent. The rates given here represent the direct cost charged by the institutions named; in each case the total cost to the borrower is made slightly higher by indirect costs, such as stamp taxes, legal, brokerage or

other fees. Thus the total cost to the borrower, who discounts his own note at a bank for 5 1/2 per cent, is 5.74 per cent due to deduction of interest in advance, stamp tax and computation on a 360 day basis. In the case of mercantile credit the total cost sometimes goes over 38 per cent and for chattel mortgages over 45 per cent. The above figures, however, give the comparative charges as made by the lending institutions themselves.



Do You Love Dogs?

THEN READ THIS

TRUTHFUL STORY ABOUT

A SAGACIOUS COLLIE

Fiction is outdone by fact in the devotion of a collie dog that was lost somewhere in Iowa, followed his master's auto to Wolcott, Indiana, and not finding the owner, returned from Indiana to his home at Silverton, Oregon.

The faithful collie literally traversed three states searching for his owner, and arriving at Indiana too late to overtake him, took the long hike back across seven states to the Pacific coast. He arrived in Silverton, Oregon, February 15, having travelled nearly 3,000 miles, flanks worn thin, toe-nails worn to the quick and feet bruised from his long race to reach home.

The owner, G. F. Brazier, a restaurant man, motored to Iowa to visit relatives carrying the collie puppy

along in his motor car. The dog was lost in Iowa and Mr. Brazier advertised extensively but failed to recover him. When the collie entered the restaurant in his home town, he gave a joyous yelp and made a leap for his happily astonished owner.

How the sagacious dog negotiated nearly 3,000 miles over highways and bridges across rivers, streets and viaducts in cities, is a mystery. The collie will be presented with a silver medal by the Oregon Humane Society.

Classified Ads Get Quick Results.

VIOLET AND GOLD

Scoutmaster W. A. Rolfe and his scouts held an overnight camp in the hills east of Pacific Beach last Saturday night and report having had a fine time. The troop hike was planned to locate some pueblo lots belonging to the city.

WE CIRCULATE

The MISSION BEACH

\$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow—
Grow With Them!

MISSION BEACH COMPANY

101 Broadway, Spreckels Theatre Building,
S.E. Cor. Broadway and First St., San Diego.

G. L. Barney—SALES AGENTS—T. A. Rife

TRACT OFFICE OPEN DAILY



BEAUTIFUL WORK

Each piece of Laundry work entrusted to us receives the same careful attention you would give it yourself, with the added service which we can give due to our up-to-date equipment and experience.

The American Laundry

HARRY C. WING, Prop.

5360 Niagara Avenue

Phone Point Loma 31

Look for our solicitor—he has a PERSONAL MESSAGE for you.

OCEAN BEACH MARKET

CANE SUGAR, 5 lbs. 50c; Jonathan Apples, 4 lbs. 25c
10 lbs. 1.00 Newtown Pippins, 6 lbs. 25c
Large Carnation 10c Bellefleur Apples, 6 lbs. 25c
Small Carnation 5c Fresh Head Lettuce, 3 for. 10c
Large Alpine 10c All kinds of Fresh Vegetables,
Burbank Potatoes, 7 lbs. 25c 5c a bunch.
Idaho Russet Potatoes, 9 lbs. 25c Fine Yellow Bananas, 2 lbs. 25c
Imported Olive Oil, Italian Cheese, Spaghetti and Macaroni.
BUY HERE and SAVE MONEY The NEW O. B. MARKET
5065 Niagara Avenue (Formerly Peeler Building)
Phone, Point Loma 106 M-K. New stock of GROCERIES.

Get our prices on PAINT.

H. H. REID & SON

Paints, Hardware and Household Supplies

Complete line of Builders' Hardware, Paints, Oil and Varnish, Cement and Roofing Paper. KITCHENWARE, HOUSEHOLD SUPPLIES.

5050 Newport Avenue
Phone: Point Loma 49



Authorized FORD and CHEVROLET Service

Ocean Beach Garage

HENRY EULBERG, Proprietor

4868 Newport Avenue PHONE POINT LOMA 77-W
BEST EQUIPPED FOR SERVICE

AUTOMOBILE REPAIRING

Two Blocks East of Dance Pavilion

OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting, Estimates
Plumbers' Supplies and Heaters.

LET YOUR LINEN LIVE LONG!

IF IT'S LAUNDRY WORK, WE DO IT!

POINT LOMA LAUNDRY

—Wet Wash, Rough Dry, Semi-Finish and Finish Work—
Once a Customer, Always a Customer.
LAUNDRY CALLED FOR AND DELIVERED.
Phone, Point Loma 378.



The Maine Garage

STORAGE AUTO REPAIRING
ACCESSORIES

5040 Newport Avenue
Ocean Beach, Calif.

PHONE POINT LOMA 382

Dancing Every Night and Sunday Afternoon—Except Monday

BENBOUGH'S OCEAN BEACH DANCE PAVILION

Who's Who in Officialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgilio Brusch, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur P. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Stitt.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Gooddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
Chief Justice—Claude L. Chambers.
Poundmaster—C. K. Maupin.
Chief Janitor City Hall—J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell.
Superintendent, C. A. Kane.
Board of Health—R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lessem.
Secretary, G. H. Sieverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, D. A. Ellsworth, H. C. Miller, Mrs. Celina A. Dunham, Dr. Mary E. Ritter, Superintendent, Frank H. Ehmke.
Board of Education—Claude Woolman, Edgar P. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Grouse, Secretary, Will Angier.
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, J. F. Howard, Jr.
Superintendent of Parks—J. G. Morley.
Executive Secretary, T. Faulconer.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lipsett, W. R. Wheeler, Librarian, Athea H. Warren.

Subscribe for "The Beach News."

WE CIRCULATE

SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Heston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Perry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest H. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. F. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley, 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. Delong, Dept. 2.
Constables (San Diego). Geo. H. Cooley, Harry E. "ebber".

POSTOFFICE SCHEDULE

H. K. Rankin, Postmaster

* Mail arrives 10 a. m., de-
* parts 11 a. m.; arrives at 4 p.
* m., departs at 4:30 p. m. Mail
* closes fifteen minutes before
* departure. General delivery
* open 8 a. m. to 6 p. m., except
* on Sundays and legal holidays.

FIRE! FIRE!! FIRE!!!

* In the event of fire or any
* emergency requiring the ser-
* vices of the Ocean Beach Fire
* Department
* Phone 622-44

POLICE! POLICE!!

* The Police Station is lo-
* cated on Abbott street, the
* foot of Santa Monica avenue,
* and the phone number is
* Point Loma 4.

Prosperity!—Feel it, talk it,
know it—Advertise!